

RANKING WEB

A WEBOMETRICS SCENARIO OF THE THAI UNIVERSITIES

*Heart of
the Northeast*

Isidro F. Aguillo

Editor of the Ranking Web of Universities

Cybermetrics Lab. CSIC. Spain



MAHARAKHAM
UNIVERSITY



Agenda

- **Rankings, a personal view**
 - *Background and a few historical facts*
 - *Global context and relevance*
 - *Main stakeholders, a biased scenario?*
- **Ranking Web**
 - *A model based on webometrics analysis*
 - *Main advantages and results*
- **Thai Universities in Webometrics**
 - *Empirical results with comments*
 - *Some recent evidence after visiting websites*
 - *A few suggestions*
- **Open forum**

Since 2003, Global Rankings

- **What are the main foreign universities (for Chinese students)?**
 - *In 2003 a research team of the Shanghai Jiao Tong University develop a tool for answering that question using a group of 500 (world-class) universities*
 - *Two main innovations: A simple **composite indicator** mainly focused on excellence and a plain friendly **website** for disseminating the ranking*
 - *Impact was extraordinary (French rectors and politicians were shocked!)*
 - *ARWU (Shanghai Ranking) is (still) very popular among students and parents but also it has been relevant in the development of institutional strategies and national higher education policies worldwide*
- **And then ...**
 - ***Bibliometrics** is re-discovered (QS for THES start to use WoS in 2004, then change to Scopus in 2008)*
 - ***Surveys** become the most popular indicator. Contributions by world experts in bibliometrics (starting late, 2008) are largely set aside*
 - ***Stability** becomes a key issue. Significant mistakes and biases are ignored for allowing inter-year comparability*
 - *Surprisingly the **correlation** among the different rankings is very high, specially for the top universities*

Politics, Economics, Rankings

- **One example: UK**

- *Britain attracts around one in 10 foreign undergraduates and postgraduates who study outside their home country*
- *Those international students generates around £8bn a year for the UK in tuition fees and other investments*

universitiesuk.ac.uk, 2012

- **What are the best universities?**

- *According to QS (a British company) **four** of the Top 6 are British universities*
- *THE, another British company, decreases the number to only **three** in the Top 8*
- *For the Shanghai ranking the number is **two** among the Top 20*

topuniversities.com, 2012

timeshighereducation.co.uk, 2012

shanghairanking.com, 2012

Rankings, a subjective point of view

RANKING	AUTHORSHIP	COUNTRY	FIRST YEAR	UNIVS. RANKED	MAIN CRITERIA	MAIN LIMITATIONS
ARWU	Private Company	PR CHINA	2003	500	Prizes/Awards Bibliometrics (WoS)	Data deficient beyond top universities
QS (THES-QS)	Private Company	UK	2010 (2004)	700+	Prestige (Survey) Bibliometrics (Scopus)	Survey biases
THE (THES-QS)	Private Company (Magazine)	UK	2010 (2004)	400	Prestige (Survey) Bibliometrics (WoS)	Survey biases Bibliometric analysis
WEBOMETRICS	Public Research Center research group	SPAIN	2004	20 000	Web impact Bibliometrics (Scopus)	Web policies strong penalties
NTU (HEEACT)	Public University research group	TAIWAN	2007	500	Bibliometrics (WoS)	Research mission only Bibliometric model
LEIDEN	Public University research group	NETHERLANDS	2008	500	Bibliometrics (WoS)	Research mission only many rankings
SCIMAGO	Public consortium of research groups	SPAIN	2009	~3 000	Bibliometrics (Scopus)	Research mission only many rankings
URAP	Public University research group	TURKEY	2011	2 000	Bibliometrics (WoS)	Research mission only Bibliometric model

Caution: Rankings!

Inter-annual stability

1

In several rankings the stability between editions means that methodological, technical and even doctrinal mistakes are preserved along the time. There are new data sources, others are improving their results, but older figures are used for allowing (false) comparative analysis

Inclusion/Exclusion criteria

2

The presence or absence of certain universities depend of opaque criteria: Exclusions can be due to lack of data (undisclosed) and the long queue in a ranking consists of “randomly” selected universities not even close to their true position

Political (and economic) interferences

3

Interpretation of several indicators is open to interpretation and even manipulation. A Nobel prize or highly cited researcher can be associated to a university only after a brief visit. Different bodies (university, hospital, business park) can be combined for obtaining a better rank

Prestige and popularity

4

Popular rankings with strong marketing campaigns have achieved a status of prestige without a true academic support or even frequent disqualifications in the scientific literature. There are even prestigious initiatives that still have not produced any ranking at all

Empirical results, by country

MAIN GLOBAL RANKINGS (2012 EDITIONS)

COUNTRIES	ARWU		SCIMAGO		URAP		NTU (HEEACT)		WEBOMETRICS		QS		TIMES	
Top universities	200	500	200	500	200	500	200	500	200	500	200	500	200	400
USA	86	158	86	153	67	129	84	154	86	151	54	99	76	111
CANADA	7	22	10	22	10	20	11	22	11	22	9	20	8	19
UNITED KINGDOM	19	39	21	42	17	35	19	35	10	33	30	50	31	48
GERMANY	14	36	16	44	16	40	14	46	15	46	11	39	11	25
CHINA (+HK)	4	29	3	18	11	34	7	28	4	19	7	19	2	9
JAPAN	9	21	4	14	8	18	8	23	3	12	10	20	5	13
KOREA	1	7	1	8	4	16	2	12	2	5	6	13	4	6
TAIWAN	1	8	1	5	2	10	1	6	3	10	2	11	1	7
SINGAPORE	1	2	2	2	2	2	2	2	1	2	2	2	2	2
MALAYSIA	0	1	0	0	0	2	0	0	0	3	1	6	0	0
THAILAND	0	0	0	0	0	2	0	1	1	7	0	2	0	1
INDONESIA	0	0	0	0	0	0	0	0	0	1	0	3	0	0
PHILIPPINES	0	0	0	0	0	0	0	0	0	0	0	2	0	0
AUSTRALIA	7	18	6	17	7	16	7	13	6	15	8	25	8	19
BRAZIL	1	6	1	2	1	7	1	7	6	11	1	5	1	2

prizes-based

bibliometric-based

web-based

survey-based

The Ranking Web of Universities

- **Background**

- *Cybermetrics Lab* started to use quantitative indicators derived from the Web since mid-nineties, producing scientific papers published in international peer review journals
- In **2004** inspired by the publication of the Shanghai ranking the previous year, a composite indicator using web data was developed and the first edition of the ranking Web of universities were published
- Since 2008 the ranking is published two times (January & July) per year and it provides the largest directory of higher education institutions (HEIs) of the world, the current figure exceeding **21 000** different web domains

- **What are the advantages of the Ranking Web?**

- The Ranking Web provides an integrated overview of the universities, taking into account **all the academic missions** (teaching, researching, knowledge and technology transferring, community engagement and internationalization) and the global performance of the whole institution
- The Ranking Web is the only one providing this information for most of the **developing and emerging countries**
- Data suggests there is a **strong correlation** with other rankings, but Web indicators are easier to understand and more useful for the design of feasible short and mid-term strategies
- A specially valuable advantage is the Ranking promotes internal **democracy and transparency (openness)** in the institutions governance

Objectives of the Ranking Web

Objective	Answer
1 Promote the Open Access initiatives specially among the universities from all over the world	1 The Ranking Web is built from information published in the so-called Public Web
Objective	Answer
2 Provide rank information for every university, including those from the developing countries	2 The Ranking Web publishes world, continental and country classifications for more than 20 000 universities
Objective	Answer
3 Publish a fully independent and transparent ranking, guided by ethical and academic principles	3 The Ranking Web does not accept paid publicity and it is not linked to any for-profit or non-academic organization

RANKING WEB OF UNIVERSITIES

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WORLD

ranking	University	Det.	Country	Presence Rank*	Impact Rank*	Openness Rank*	Excellence Rank*
1	Harvard University	10		51	1	1	1
2	Stanford University	10		1	1	25	3
3	Massachusetts Institute of Technology	10		5	3	30	10
4	University of Michigan	10		25	8	91	5
5	University of Pennsylvania	10		2	11	122	7
6	University of California Los Angeles UCLA	10		49	6	192	2
7	University of California Berkeley	10		541	5	61	11
8	Columbia University New York	10		14	14	132	9
9	Cornell University	10		226	7	66	23
10	University of Minnesota	10		744	9	7	21
11	(2) Pennsylvania State University	10		56	10	135	30
12	University of Texas Austin	10		47	12	93	45
13	Yale University	10		10	13	383	22
14	University of Cambridge	10		12	32	183	12
15	(2) California Institute of Technology Caltech	10		7	30	162	39
16	University of Oxford	10		66	24	163	13
17	Duke University	10		23	33	165	18
18	University of Wisconsin Madison	10		296	15	130	19
19	(2) Universidade de São Paulo USP	10		31	53	3	82
20	(1) University of Illinois Urbana Champaign	10		8	47	77	29

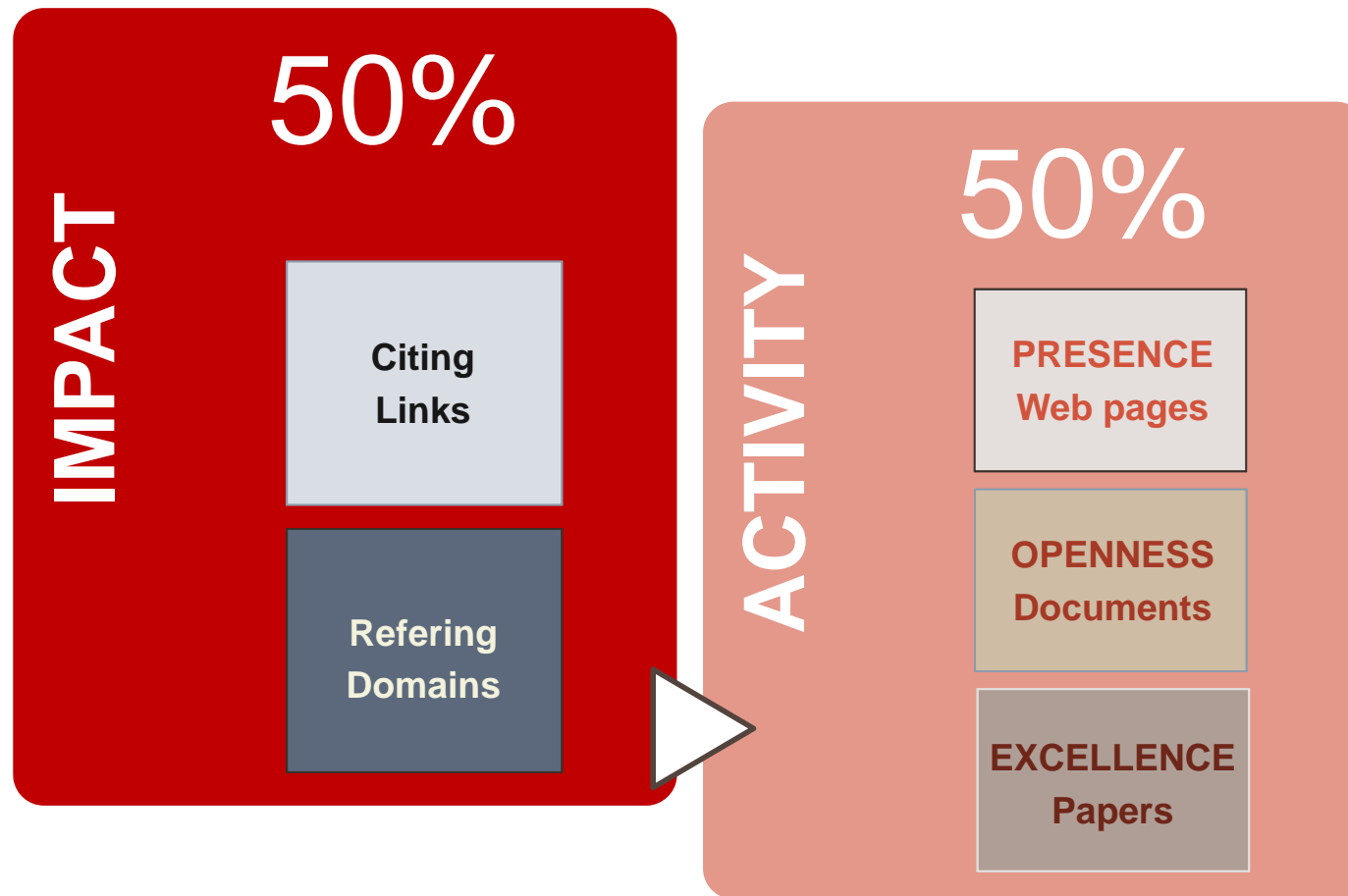
www.webometrics.info, January 2013



Summary: Webometrics Jan. 2013

REGION (Country)	100	200	500	1000	2000	5000	10000	ALL
NORTH AMERICA	67	101	173	283	520	1253	2606	3455
USA	62	87	149	251	472	1166	2456	3254
Canada	5	14	24	32	48	86	149	197
EUROPE	20	71	204	424	753	1600	3000	5880
United Kingdom	5	11	33	69	97	145	212	313
Germany	1	13	40	61	76	168	288	408
ASIA	10	16	77	196	498	1465	3001	6739
China (+HK)	6	9	35	86	202	600	1071	1198
Japan	2	2	12	26	91	245	608	989
Singapore	1	1	2	2	3	7	11	21
Thailand	0	1	6	14	26	67	118	174
Malaysia	0	0	3	6	15	35	55	80
Indonesia	0	0	2	10	31	85	160	360
LATINAMERICA	2	5	20	54	148	495	1003	3796
Brazil	1	4	12	29	64	191	394	1676
OCEANIA	1	7	23	34	46	55	89	163
Australia	1	6	19	28	37	40	57	100
AFRICA	0	0	2	6	20	52	99	492
South Africa	0	0	2	6	11	16	22	25
ARAB WORLD	0	0	1	4	16	85	203	724
Saudi Arabia	0	0	1	3	4	14	36	59
WORLD								21250

Webometrics Model



Composite Indicator

INDICATOR (WEIGHT)		MEANING	METHOD	SOURCES
IMPACT (50%)	VISIBILITY	<u>Number of external inlinks</u> Number of webdomains originating the links	(backlinks [^] .5) * webdomains maximum normalized value of the two providers	MajesticSEO ahrefs
	PRESENCE (1/3)	Number of webpages	from institutional webdomain	Google
ACTIVITY (50%)	OPENNESS (1/3)	Number of documents (pdf, doc, docx, ps)	from webdomain with the correct filetype suffix (previous 5 years)	Google Scholar
	EXCELLENCE (1/3)	Number of papers among the 10% most cited	cumulative number of 21 disciplines (2003-2010)	Scimago

Stability vs Fine-tuning

- **Inter-year comparisons**

- Several rankings support *stability* because they use indicators unable to describe fast changes. Even worst, due to this policy they are perpetuating *mistakes* during the last decade (ARWU)
- Ranking Web is evolving its methodology to promote changes in policies. Two examples of recent changes and their motivations:

- **Openness**


- Counting rich files in the overall web domain was not promoting *institutional repositories*. New indicator is obtained from the academic search engine *Google Scholar* (international standards in OA repositories) instead of Google

- **Visibility**

- New indicator is obtained multiplying the *square root* of external inlinks (backlinks) by the number of referred web domains for decreasing the impact of the local links, supporting *internationalization*.

Thai Ranking

Thailand



ranking	World Rank ▲	University	Det.	Presence Rank*	Impact Rank*	Openness Rank*	Excellence Rank*
1	169	Chulalongkorn University	19	358	68	483	562
2	246	Mahidol University	19	292	180	373	529
3	299	Kasetsart University	19	47	174	387	1161
4	383	Chiang Mai University	19	195	178	1299	811
5	436	Khon Kaen University	19	72	263	1156	1109
6	499	Prince of Songkla University	19	76	605	642	1113
7	514	Thammasat University	19	170	312	1253	1346
8	596	King Mongkut's University of Technology Thonburi	19	806	487	1387	905
9	697	King Mongkut's Institute of Technology Ladkrabang	19	858	323	2017	1538
10	725	Suranaree University of Technology	19	575	357	1987	1743
11	750	Naresuan University	19	524	254	2386	2004
12	872	Burapha University	19	175	422	2717	2245
13	894	Ramkhamhaeng University	19	142	225	3613	2661
14	959	King Mongkut's University of Technology North Bangkok	19	781	333	2243	2661
15	1026	Mahasarakham University	19	275	867	2072	2245



	Affiliations	Documents	City	Country
1	Mahidol University Mahidol University Find potential affiliation matches	19307	Nakhon Pathom	Thailand
2	Chulalongkorn University Chulalongkorn University Find potential affiliation matches	15850	Bangkok	Thailand
3	Chiang Mai University Chiang Mai University Find potential affiliation matches	8022	Chiang Mai	Thailand
4	Prince of Songkla University Prince of Songkla University Find potential affiliation matches	5598	Hat Yai	Thailand
5	Kasetsart University Kasetsart University Find potential affiliation matches	5528	Bangkok	Thailand
6	Khon Kaen University Khon Kaen University Find potential affiliation matches	5265	Khon Kaen	Thailand
7	Asian Institute of Technology Thailand Asian Institute of Technology Asian Inst of Technology Find potential affiliation matches	4491	Bangkok	Thailand
8	King Mongkuts University of Technology Thonburi King Mongkut's University of Technology Thonburi Find potential affiliation matches	4116	Bangkok	Thailand
9	King Mongkuts Institute of Technology Ladkrabang King Mongkut's Institute of Technology Ladkrabang Faculty of Engineering Find potential affiliation matches	4059	Bangkok	Thailand
10	Thammasat University Thammasat University Find potential affiliation matches	2073	Pathumtani	Thailand
11	Suranaree University of Technology Suranaree University of Technology Find potential affiliation matches	1932	Nakhon Ratchasima	Thailand
12	Thailand Ministry of Public Health Ministry of Public Health Find potential affiliation matches	1819	Nontaburi	Thailand
13	Thailand National Center for Genetic Engineering and Biotechnology National Science and Technology Development Agency National Center for Genetic Engineering and Biotechnology Find potential affiliation matches	1636	Patum Thani	Thailand
14	Naresuan University Naresuan University Find potential affiliation matches	1372	Pitsanulok	Thailand
15	Maharakham University Maharakham University Find potential affiliation matches	1294	Maharakham	Thailand

Preliminary diagnostics

- **Global aspects**

- *Six in the Top 500 of the World, but none when considering the indicator of **Research Excellence** (top 10% more cited papers)*
- *But only **two** universities among the largest 100 providers of **Open Access** contents*

- **Individual aspects**

- *Low performance regarding **Web Presence**, not everybody is involved in transferring knowledge, activities, results ...*
- *International **Impact** very limited: Perhaps due to the lack of quality (academic repository) and international (English) contents*

- **Danger!**

- *Blog related policies are by definition local & low impact actions that it will be (methodologically) punished in the future*

Good practices

CONTENTS: A lot of!

Involving EVERYBODY

All the faculty members, technicians, librarians, post-graduate students are candidate web editors

The whole structure of the university, organization, activities, knowledge and technological results should be reflected in the websites, mainly by the persons in charge of each mission

Personal or group web pages should be encouraged and supported

Quality CONTENTS

Research results in OPEN ACCESS

Research is the most prestigious mission, the key for achieving World-class status

All the academic papers, scientific monographs, thesis and dissertations, conference proceedings and similar publications should be available from the institutional Open Access repository

Education objects are needed for distance and off-campus learning, the future!

International CONTENTS

ENGLISH AND local language


English is “lingua franca” of scholarly communication, but useful also for most of the postgraduate schools and the internationally oriented information

But English is not recommended instead of local language but besides it. Internet audiences are huge and global and the multilingualism usage is a strong mandate for web presence

Contents: Everybody contributing!

MISSIONS		WEBCONTENTS
GOVERNANCE	Long-term Strategy	Policies, priorities, resources mentioned in the Web
	Internal Organization	Reflected in the web hierarchy & structure (subdomains/directories) CMS responsibilities and rules
	Quality Assurance & Transparency	Open public reporting
	Attraction of Talent	Web showcase: Info for future students & candidate faculty members
	End-user oriented policies	General info: Mission, Vision, History, Community, Facts & Statistics News, Highlights, Publications, Emergency info
EDUCATION	Schools & Academics	Departments & Disciplines: Degrees, People, Courses, Programs, Labs, Requirements, Calendars, Events Supporting material: Learning Guides; Multimedia
	Library	Repository of teaching objects Digital library
	Distance/Online Education	Interactive Resources: Learning platforms
	Social Media	Web 2.0 networks & tools
	Basic & Applied Research	Research groups webpages Personal webpages Projects; Resources; Funding, Services, Super-sites IT & Computing
RESEARCH	Library	Repository of academic papers/thesis & dissertations Other repositories
	Community Engagement	University-City-Region Portals Third parties web hosting: Health (Hospitals), Arts & Culture (Museums), NGOs, Sports Social, Environmental Responsibilities: Declarations & Actions
THIRD MISSION	Technology transfer	Networks, Consortia, Resources, Technological Parks, Spin-offs
	Knowledge transfer	Consulting services, foundations
	Internationalization	Strategies & business model, Global networking, other activities

Personal pages



Pisut Koomsap (พิศุทธิ์ ขุนทวีทรัพย์)
Associate Professor
Industrial & Manufacturing Engineering
P.O. Box 4, Klong Luang
Pathumthani Thailand 12120
Phone: (662) 524-5678;
Fax: (662) 524-5697
E-mail: pisut@ait.asia

EDUCATION

- Ph.D., *Industrial and Manufacturing Engineering*, The Pennsylvania State University, USA, 2001.
- M.S., *Industrial Engineering*, University of Louisville, KY USA, 1996.
- B.E., *Industrial Engineering*, Thammasat University, Bangkok Thailand, 1994.

EXPERIENCE

- 2012-present: Associate Professor, *Asian Institute of Technology*, Pathumthani Thailand
- 2003-2012: Assistant Professor, *Asian Institute of Technology*, Pathumthani Thailand
- 2001-2002: Characterization Engineer, *Northrop Grumman Component Technologies*, Charlotte, NC USA
- 1998-2001: Graduate Research Assistant, *Laser Processing Division, Applied Research Laboratory (ARL)*

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Professor Dr. Thawatchai Tuntulani

Contact Information:

Department of Chemistry, Faculty of Science
Chulalongkorn University
Phayathai Road, Patumwan
Bangkok 10330, THAILAND

Office: 1541 Mahamakut Building
Tel: 02-2187643
Fax: 02-2187598
E-mail: thawatchai.t@chula.ac.th



Personal Home Page:

Teaching/Research Field:

Inorganic Chemistry

Research Unit(s):

Supramolecular Chemistry Research Unit


Current Research Topics:

- Supramolecular chemistry on calix[4]arene and related compounds: synthesis, characterization and their applications as ion and molecular sensors.

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ดร.สมศักดิ์ ชุ่มช่วย Dr.Somsak Choomchuay (Ph.D., DIC)



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Personal Data
Somsak Choomchuay
Email: kchsomsa@kmitl.ac.th
Department of Electronic Engineering
Faculty of Engineering
King Mongkut's Institute of Technology
Ladkrabang, Bangkok 10520, Thailand.
Tel. (+66) 2 326 4222 Ext. 114
Fax. (+66) 2 739 2398
Last updated: **09 Oct 2012**

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Mr. Booncharoen Wongkittisuksa

รศ.บุญเจริญ วงศ์กิตติศึกษา

Academic Title : Associate Professor

Career :

- Biomedical Instrumentation

E-mail Address : booncharoen.w@psu.ac.th

Education :

- B.Eng(Electrical) from KMITL, Thailand
- M.Eng(Biomed Instrumentation) from Mahidol University, Thailand

Technical Article :

- "Recent advance of equipments in obstetrics and gynecology", Thai Medical Instrumentation Conference (Nov 29 - Dec 2 1987).
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- น้อย ไข่มลาย, สวัสดิ์ ดัดเชษฐ, บุญเจริญ วงศ์กิตติศึกษา และ ชุติพงศ์ ลิ้มสม, 2547. "การออกแบบและพัฒนาระบบวิทยุภาคพื้นดินในระบบสื่อสารวิทยุคมนาคม", วิศวสารภาคพื้นดิน, ปีที่ 21 ฉบับที่ 3, 8-9 ธันวาคม 2547, คณะวิศวกรรมศาสตร์ มหาวิทยาลัยสงขลานครินทร์, หน้า EE110-113.

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Web 2.0 & Social networks

The image displays two web pages side-by-side. On the left is the Academia.edu profile of Jatuphum Juanchaiyaphum, a faculty member at Mahasarakham University. The profile includes a header with the university name, a search bar, and a list of research interests: Semantic Web, Semantic Web Technologies, Security in Web Services, and Web Application Security. Below this, there are sections for 'PAPERS' (listing 'Anti-replay API'), 'About' (with a bio), 'Papers' (listing 'Papers 1'), and 'Posts' (listing 'Posts 1'). A red arrow points to the Academia.edu logo. On the right is the website of Informatics Mahasarakham University. The website has a blue header with the university name and a navigation menu. A large image of a modern building is featured. Below the image, there is a list of 'ผลิตภัณฑ์' (Products) including 'สารสนเทศศาสตร์', 'เทคโนโลยีสารสนเทศ', 'วิทยาการคอมพิวเตอร์', 'นิเทศศาสตร์', 'สื่อภูมิทัศน์', 'หลักสูตรภูมิสารสนเทศ', 'หลักสูตร ป.โท IT', 'หลักสูตร ป.โท CS', and 'หลักสูตร ป.เอก CS'. A red arrow points to the 'it' logo. The website also includes a 'รายชื่อ' (List) section with contact information for Jatuphum Juanchaiyaphum, a 'MSU Mail' login form, and a 'CSIC' logo at the bottom right.

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รายชื่อ
นาย จตุภูมิ จวนชัยภูมิ
(Jatuphum Juanchaiyaphum)
jatuphum_j@hotmail.com
ว.ม. เทคโนโลยีสารสนเทศ คณะวิทยาการ
สารสนเทศ มหาวิทยาลัยมหาสารคาม
08 9937 8582
ดูปฏิบัติงาน
ตำแหน่งทางบริหาร :
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The image displays two screenshots of Google search results for the query "site:ac.th filetype:pdf".

Top Screenshot (General Search):

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- Results: About 16,200,000 results (0.19 seconds)
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- Search bar: "site:ac.th filetype:pdf"
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Aggregation and Weightage Issues Concerning Composite Index Development: Experience with Digital Divide in Asian Countries

Nilanjana Chakrabarty
Assistant Professor,
Dept. of Business Administration
Assam University, India

Dibyoyoti Bhattacharjee
Associate Professor
Dept. of Business Administration
Assam University, India

ABSTRACT

The term 'digital divide' refers to the gap between individuals, households, businesses and geographic areas with regard to both their opportunities to access Information and Communication Technologies (ICT) and to their use of the Internet.

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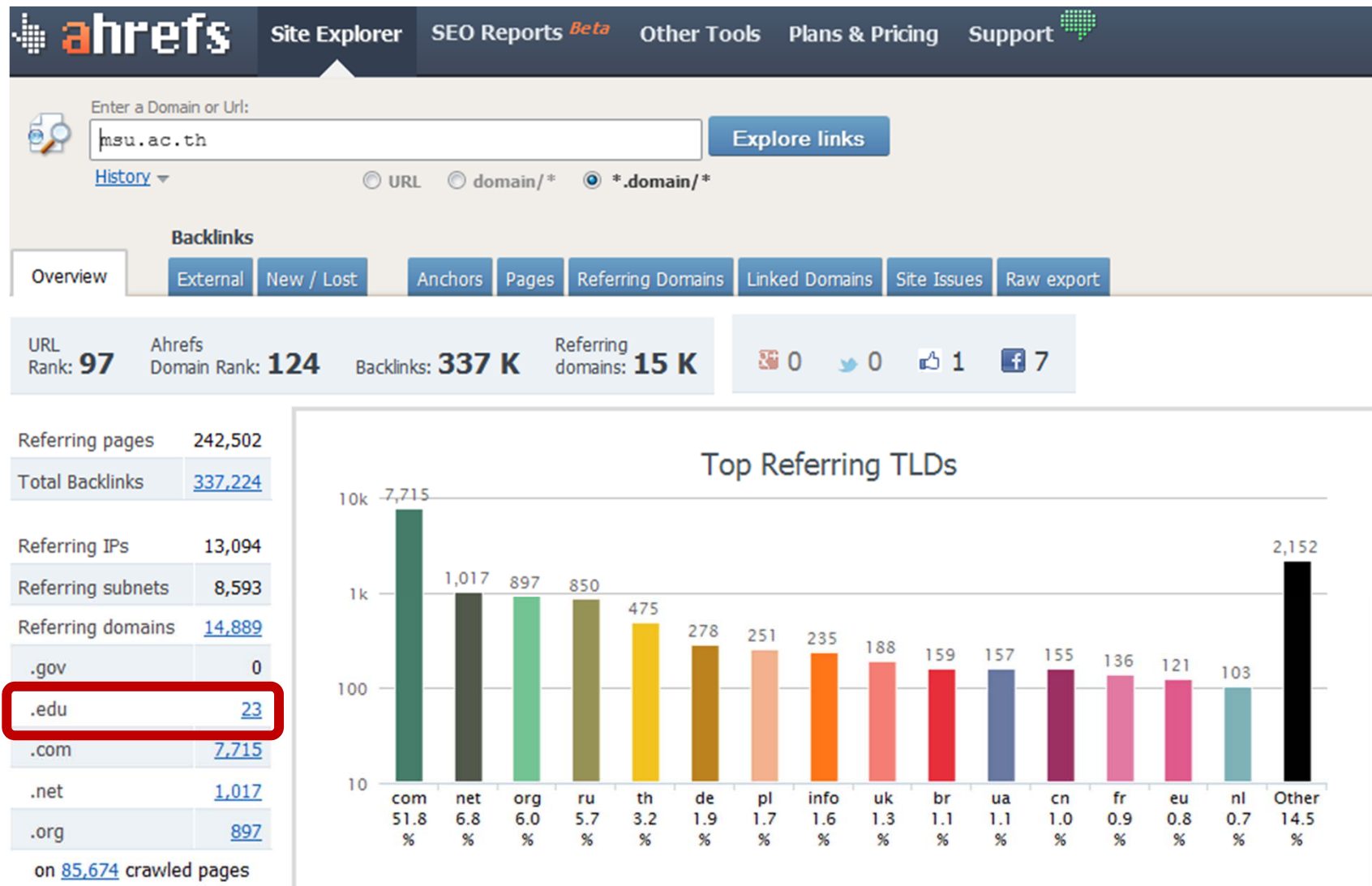
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Final comments

- **Regarding rankings and the Ranking Web**
 - *Overall criticism of World Rankings is a nonsense, but non-academic approaches, mistakes, and unjustified biases should be pointed out*
 - *Web is more important that many scholars are ready to recognize. The Ranking Web is reflecting the performance and the impact of the universities*
 - *Most of the “discrepancies” are explained because of the lack of web polices or bad web practices*
- **Ranking Web and Thai Universities**
 - *Thailand is the second country in the regional ranking (after Singapore), but without any university in top500 of the **Excellence** indicator*
 - *Performance in the **Openness** is better but only for a limited number of universities as there are only 10 institutional repositories*
 - ***Personal pages** are very few and with rustic basic interfaces, providing a below expectations amount of information*
 - ***Impact** measured through link visibility is mostly local, probably due to the lack of contents in international languages*

Thank you!

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